

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE, 1984

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.5	14.4	12.1	11.5		12.3	12.0	12.7	11.4	12.8	12.3	11.1	12.1
NO. OF PROGRAMS:	8	9	21	8	1FR	8	21	33	26	38	64	13	77
	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)												
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.9	9.1	4.6	6.7	5.2	3.9	5.0	6.6	6.0	4.0	5.6	5.1	5.3
NO. OF PROGRAMS:	5	3	8	13	10	6	14	12	26	30	7	11	18

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 17, 1984

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBA CHAMPIONSHIP GAME 7(S)	19.3	16,170
2	SIMON & SIMON	18.4	15,420
3	TRAPPER JOHN, M.D.	16.9	14,160
4	NBC MONDAY NIGHT MOVIES	16.5	13,830
5	60 MINUTES	16.2	13,580
6	ALICE	16.1	13,490
6	MAGNUM, P.I.	16.1	13,490
8	20/20	15.9	13,320
9	CAGNEY & LACEY	15.3	12,820

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
10	ABC SUNDAY NIGHT MOVIE#	15.1	12,650
10	NEWHART	15.1	12,650
12	FACTS OF LIFE	14.9	12,490
13	A TEAM	14.8	12,400
13	ABC WEDNESDAY NIGHT MOVIE	14.8	12,400
13	MATT HOUSTON	14.8	12,400
16	CHEERS	14.5	12,150
16	JEFFERSONS	14.5	12,150

CBS SATURDAY NIGHT MOVIE	8	199	194	98	97	A	8.4	17	704
SAT. 8.30P 150 CBS FF						B	10.1	20	848
CBS TUESDAY NIGHT MOVIES	23	180		93		A	13.5	23	1131
1 TUE. 9.00P 120 CBS FF						B	16.1	25	1349
CBS WEDNESDAY NIGHT MOVIE	31		194		98	A	8.9	16	746
2 WED. 8.00P 180 CBS FF						B	12.2	20	1022
CHEERS	25	205	206	99	98	A	14.5	25	1215
1 THU. 9.00P 30 NBC CS						B	15.7	24	1316
2 THU. 9.30P 30									
DALLAS	30		200		99	A	10.5	20	880
2 FRI. 9.00P 60 CBS GD						B	25.1	40	2103
DIFFERENT STROKES-SAT.	34	200	199	97	96	A	10.2	24	855
SAT. 8.00P 30 NBC CS						B	14.0	25	1173
DUCK FACTORY	2	197	193	95	96	A	12.9	22	1081
WED. 9.30P 30 NBC CS						B	12.9	22	1081
DUKES OF HAZZARD	30	187	198	92	98	A	9.2	20	771
FRI. 8.00P 60 CBS CS						B	15.4	26	1291
'84 VOTE:CA,NJ,NM,SD 8:04(S)		195		90		A	9.2	20	771
1 TUE. 8.04P 2 ABC P									
'84 VOTE:CA,NJ,NM,SD 8:32(S)		183		85		A	8.3	17	696
1 TUE. 8.32P 2 ABC P									
FACTS OF LIFE	33	201	195	95	96	A	14.9	26	1249
WED. 9.00P 30 NBC CS						B	16.6	25	1391
FALCON CREST	28		203		99	A	9.5	18	796
2 FRI. 10.00P 60 CBS GD						B	21.6	37	1813

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
FALL GUY					34	199	204	99	99	A	12.7	24	1064	MAMA'S FAMILY					3	189	190	95	93	A	9.9	20	830	
WED. 8.00P 60 ABC A										B	18.8	30	1575	SAT. 9.00P 30 NBC CS										B	9.9	20	830	
FAMILY TIES					23	199	200	98	98	A	13.7	25	1148	MASTER					13		176		89	A	7.9	17	662	
1 THU. 8.30P 30 NBC CS										B	14.8	23	1240	2 FRI. 8.00P 60 NBC A										B	10.0	18	838	
2 THU. 9.00P 30														MATT HOUSTON					31	193	201	95	99	A	14.8	28	1240	
FANTASY ISLAND					29	205	206	99	99	A	12.6	25	1056	FRI. 10.00P 60 ABC PD										B	14.7	26	1232	
SAT. 10.00P 60 ABC A										B	14.8	27	1240	MOVIE OF THE WEEK-FRIDAY					7	169	174	90	91	A	10.1	19	846	
FATHER MURPHY					6	136	147	75	80	A	3.8	8	318	FRI. 9.00P 120 NBC FF										B	9.1	16	763	
SUN. 7.00P 60 NBC GD										B	4.8	9	402	NBA CHAMPIONSHIP GAME 4(S)						204		99		A	13.1	24	1098	
FOUR SEASONS					7	201	201	99	98	A	10.0	19	838	1 WED. 9.00P 184 CBS SE										A	12.1	23	1014	
SUN. 8.30P 30 CBS CS										B	10.1	18	846	NBA CHAMPIONSHIP GAME 5(S)						203		99						
FOUL UPS, BLEEPES-BLUNDERS					18	190	201	97	97	A	9.7	20	813	1 FRI. 9.00P 166 CBS SE														
TUE. 8.00P 30 ABC U										B	14.9	23	1249	NBA CHAMPIONSHIP GAME 7(S)							204		99	A	19.3	33	1617	
GIMME A BREAK					32	194	192	97	97	A	12.5	25	1048	2 TUE. 9.00P 173 CBS SE														
1 THU. 8.00P 30 NBC CS										B	14.8	24	1240	NBC MONDAY NIGHT MOVIES					26	168	197	92	98	A	16.5	28	1383	
2 THU. 8.38P 22														MON. 9.00P 120 NBC FF										B	18.2	28	1525	
HARDCASTLE & MCCORMICK					28	197	201	98	99	A	10.5	20	880	NBC NEWS DIGEST-M-F					179	182	173	89	84	A	10.6	20	888	
1 SUN. 9.00P 60 ABC A										B	16.5	25	1383	1 MWTHF 8.58P 1 NBC N										B	12.9	20	1081	
2 SUN. 8.00P 60														1 TUE. 8.57P 2														
														2 MTUWF 8.58P 1														
HART TO HART					30	195	200	94	98	A	11.5	20	964															

TUE.	10.00P	60	ABC	PD	33	212	212	99	99	B	15.1	25	1265	2 THU.	9.28P	1											
HILL STREET BLUES										A	13.5	25	1131	NBC NEWS DIGEST-2-M-F		86	168	179	86	88	A	11.5	19	964			
1 THU.	10.00P	60	NBC	OP						B	16.4	27	1374	1 MON.	9.47P	1	NBC	N			B	12.6	19	1056			
2 THU.	10.30P	60												1 WED.	9.58P	1											
HOMEMADE COMEDY SPECIAL(S)						178		89		A	6.0	13	503	1 FRI.	9.54P	1											
1 FRI.	8.00P	60	NBC	PV										2 TUE.	9.58P	1											
HOTEL						2	201	202	99	98	A	11.3	19	947	2 THU.	10.28P	1										
TUE.	9.00P	60	ABC	GD						B	11.3	19	947	NBC NEWS DIGEST-SAT		36	176	171	86	85	A	8.1	17	679			
JEFFERSONS						28	200	201	99	99	A	14.5	26	1215	SAT.	8.58P	1	NBC	N		B	11.0	19	922			
SUN.	9.00P	30	CBS	CS						B	17.2	26	1441	NBC NEWS DIGEST-2-SAT.		16		178		89	A	8.1	16	679			
KNIGHT RIDER						30	201	205	98	99	A	11.3	23	947	2 SAT.	9.58P	1	NBC	N		B	9.4	16	788			
SUN.	8.00P	60	NBC	A						B	16.5	25	1383	NBC NEWS DIGEST-SUN		36	179	185	84	88	A	10.2	19	855			
KNOTS LANDING						27	202	202	99	99	A	11.1	21	930	SUN.	8.58P	1	NBC	N		B	13.9	21	1165			
1 THU.	10.00P	60	CBS	GD						B	19.7	33	1651	NBC NEWS DIGEST-2-SUN.		18	190		92		A	14.0	24	1173			
2 THU.	10.38P	60												1 SUN.	9.56P	1	NBC	N		B	13.5	20	1131				
LIONS OF ETOSHA(S)						192		97		A	12.3	23	1031	NBC NEWS SP:D DAY PLUS 40(S)			203		99		A	11.7	22	980			
1 WED.	8.00P	60	CBS	DO										1 WED.	8.00P	60	NBC	DN									
LOTTERY						1		194		98	A	10.5	18	880	NBC NIGHTLY NEWS-SAT.		30	167		90	A	6.8	17	570			
2 THU.	9.40P	60	ABC	A						B	10.5	18	880	1 SAT.	6.30P	30	NBC	N		B	8.5	17	712				
LOVE BOAT						34	207	204	99	99	A	13.8	28	1156	NBC NIGHTLY NEWS-SUN		23	167	169	88	88	A	6.7	16	561		
SAT.	9.00P	60	ABC	CS						B	18.0	31	1508	SUN.	6.30P	30	NBC	N		B	7.2	14	603				
MAGNUM, P.I.						35	206	205	99	99	A	16.1	31	1349	NBC NIGHTLY NEWS		179	204	205	99	99	A	8.9	20	746		
1 THU.	8.00P	60	CBS	PD						B	20.8	33	1743	M-F	6.30P	30	NBC	N		B	10.8	20	905				
2 THU.	8.38P	60												NBC SUNDAY NIGHT MOVIE		27	201	198	97	98	A	12.9	23	1081			
MAMA MALONE						2	199	194	99	98	A	4.9	12	411	SUN.	9.00P	120	NBC	FF		B	16.3	25	1366			
SAT.	8.00P	30	CBS	CS						B	4.9	12	411														

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WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																											
NEWHART					29	188	206	91	99	A	15.1	25	1265	T.J. HOOKER					32	197	204	98	99	A	11.4	26	955
MON.					9.30P	30	CBS	CS		B	17.3	26	1450	SAT.					8.00P	60	ABC	OP		B	15.3	27	1282
NEWSBREAK-M-F					17B	184	188	92	95	A	11.7	22	980	TV BLOOPERS & PRAC. JOKES					20	206	207	99	99	A	14.3	28	1198
1 MON.					8.57P	2	CBS	N		B	14.8	23	1240	MON.					8.00P	60	NBC	CV		B	18.7	28	1567
1 TUE.					8.56P	3								THREE'S COMPANY					3	191	200	96	99	A	10.7	20	897
1 W-F					8.58P	1								TUE.					8.30P	30	ABC	CS		B	11.6	21	972
2 MON.					8.57P	1								TRAPPER JOHN, M.D.					29	201	201	93	99	A	16.9	31	1416
2 TU & F					8.58P	1								SUN.					10.00P	60	CBS	GD		B	16.7	28	1399
2 WED.					9.01P	2								20/20					34	200	200	99	99	A	15.9	30	1332
2 THU.					9.36P	1								1 THU.					10.00P	60	ABC	DN		B	14.6	24	1223
NEWSBREAK-SAT.					35	191	185	92	91	A	6.5	14	545	2 THU.					10.40P	60							
1 SAT.					9.07P	2	CBS	N		B	9.9	17	830	U.S. OLYMPIC TRIALS-SUN.(S)						202		99		A	6.5	12	545
2 SAT.					9.10P	1								1 SUN.					10.00P	60	ABC	SE					
NEWSBREAK-SUN.					36	191	187	95	93	A	10.6	20	888	WEBSTER					33	191	205	97	99	A	12.4	26	1039
SUN.					8.58P	1	CBS	N		B	15.6	23	1307	FRI.					8.30P	30	ABC	CS		B	16.5	28	1383
NIGHT COURT					3	197	188	98	97	A	13.5	23	1131	WELCOME TO PARADISE(S)						176		95	A	7.7	16	645	
1 THU.					9.30P	30	NBC	CS		B	14.4	24	1207	2 TUE.					8.00P	60	CBS	A					
2 THU.					10.00P	30								LATE FRINGE					2	140	187	78	95	A	3.6	14	302
NOT IN FRONT OF THE KIDS(S)						189		93		A	9.6	19	804	ABC NEWS:NIGHTLINE-MON													
2 SAT.					9.30P	30	NBC	CS																			

ONE DAY AT A TIME MON. 9.00P 30 CBS CS	5	184	203	90	98	A 14.1 24 1182 B 14.3 23 1198	1 MON. 12.24A 30 ABC N 2 MON. 11.58P 30	B 3.6 14 302
PEOPLE ARE FUNNY 1 SAT. 9.30P 30 NBC PV	2	188		95		A 8.8 17 737 B 8.7 17 729	ABC NEWS:NIGHTLINE 63 1 W-F 11.30P 30 ABC N	190 192 96 96
REAL PEOPLE 2 WED. 8.00P 60 NBC PV	31		191		94	A 10.8 22 905 B 15.3 24 1282	2 TUE. 11.30P 30 2 WED. 11.30P 34	A 6.0 16 503 B 6.2 17 520
REMINGTON STEELE TUE. 10.00P 60 NBC PD	19	192	194	91	97	A 14.4 25 1207 B 15.1 25 1265	ABC NEWS:NIGHTLINE-WED(B) 1 WED. 12.00M 43 ABC N	195 97
RIPTIDE TUE. 9.00P 60 NBC PD	19	197	190	93	95	A 14.1 24 1182 B 17.4 27 1458	ABC NEWS:NIGHTLINE SPEC.(S) 1 TUE. 12.00M 31 ABC N	188 95
RIPLEY'S BELIEVE IT-NOT 2 SUN. 7.00P 60 ABC U	30		183		96	A 7.9 17 662 B 12.0 20 1006	ABC NEWS:NIGHTLINE-SPEC.(S) 2 THU. 12.25A 30 ABC N	191 94
ROUSTERS SAT. 10.00P 60 NBC A	2	188	187	93	89	A 8.3 17 696 B 8.3 17 696	ABC NEWS:NIGHTLINE-SPEC(S) 2 FRI. 12.00M 30 ABC N	190 94
ST. ELSEWHERE WED. 10.00P 60 NBC GD	28	202	203	95	99	A 13.0 23 1089 B 13.1 22 1098	ABC WEEKEND REPORT-SAT. SAT. 11.00P 15 ABC N	35 161 162 88 88
SCARECROW & MRS. KING MON. 8.00P 60 CBS GD	31	199	205	98	99	A 14.2 27 1190 B 17.4 26 1458	ABC WEEKEND REPORT-SUN. SUN. 11.00P 15 ABC N	36 168 167 90 90
SILVER SPOONS SAT. 8.30P 30 NBC CS	5	195	196	97	96	A 10.7 23 897 B 10.1 22 846	CAMPAIGN '84:PRIMARIES(S) 1 TUE. 11.30P 32 CBS P	188 95
SIMON & SIMON 1 THU. 9.00P 60 CBS PD 2 THU. 9.38P 60	30	205	204	99	98	A 18.4 32 1542 B 22.8 35 1911	CBS NEWS NIGHTWATCH-1 163 1 MTHSU 2.00A 30 CBS N 2 W & SU 2.00A 30	67 72 65 67
60 MINUTES SUN. 7.00P 60 CBS DN	38	203	206	99	99	A 16.2 36 1358 B 22.5 37 1886	CBS NEWS NIGHTWATCH-2 180 1 MTHSU 2.30A 210 CBS N CONT'D	103 103 88 88

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKDAY DAYTIME CONT'D																																													
CBS MORNING NEWS 2						179	198	198	99	99	A	3.3	15	277	NEWSBREAK-3.57						175	189	189	94	94	A	6.1	19	511																
M-F 8.30A 30 CBS N										B	3.7	17	310	M-F 3.57P 2 CBS N											B	6.6	19	553																	
CBS SCHOOLBREAK SPECIALS(S)							180		90	A	5.2	16	436	ONE LIFE TO LIVE						178	202	202	99	99	A	6.8	24	570																	
2 TUE. 4.30P 60 CBS CL														M-F 2.00P 60 ABC DD						180	157	158	80	80	A	7.9	27	662																	
CRUSADE PL 40D-DAY- 8:30A(S)						196		99		A	4.9	26	411	PRESS YOUR LUCK											B	5.1	21	427																	
1 WED. 8.30A 30 ABC N														M-F 10.30A 30 CBS QP											B	4.9	21	411																	
CRUSADE PL 40D-DAY-11:30A(S)						201		99		A	3.4	13	285	PRICE IS RIGHT 1						176	204	204	99	99	A	6.8	28	570																	
1 WED. 11.30A 60 ABC N														M-F 11.00A 30 CBS AP						177	204	204	99	99	A	7.2	29	603																	
DAYS OF OUR LIVES						176	208	208	99	99	A	7.1	23	595	PRICE IS RIGHT 2											B	9.1	37	763																
1 MTUHF 1.00P 60 NBC DD										B	7.1	23	595	M-F 11.30A 30 CBS AP											A	9.6	38	804																	
1 WED. 1.07P 53														RYAN'S HOPE						180	176	176	94	94	A	4.4	16	369																	
2 M-F 1.00P 60														M-F 12.30P 30 ABC DD						174	156	156	85	84	B	4.8	17	402																	
DREAM HOUSE						177	182	181	90	89	A	4.6	19	385	SALE OF THE CENTURY											A	4.7	19	394																
M-F 11.30A 30 NBC QG										B	5.0	20	419	M-F 10.30A 30 NBC QG											B	4.7	20	394																	
EDGE OF NIGHT						179	124	124	70	70	A	2.7	9	226	SEARCH FOR TOMORROW						178	158	158	78	78	A	3.2	12	268																
M-F 4.00P 30 ABC DD										B	3.3	10	277	M-F 12.30P 30 NBC DD						180	203	203	99	99	B	3.2	11	268																	
FACTS OF LIFE M-F						113	148	148	88	88	A	4.8	21	402	TODAY SHOW-7.30AM											A	3.6	19	302																
M-F 10.00A 30 NBC CS										B	4.2	18	352	M-F 7.30A 30 NBC N											B	3.8	18	318																	
FAMILY FEUD						179	174	173	87	87	A	4.0	15	335	TODAY SHOW-8.30AM						179	203	203	99	99	A	3.9	18	327																

1 MTUHF 12.00N 30 ABC QP										B	4.7	17	394	M-F 8.30A 30 NBC N											B	4.4	20	369
2 M-F 12.00N 30														\$25,000 PYRAMID					175	167	167	87	87	A	4.7	20	394	
GENERAL HOSPITAL	M-F	3.00P	60	ABC DD	178	206	206	99	99	A	7.8	26	654	M-F 10.00A 30 CBS QP										B	5.0	21	419	
GOOD MORNING, AMERICA-730	M-F	7.30A	30	ABC N	179	200	204	99	99	A	4.6	26	385	WHEEL OF FORTUNE	M-F	11.00A	30	NBC QG	176	206	207	99	99	A	7.3	30	612	
GOOD MORNING, AMERICA-830	1 MTUHF	8.30A	30	ABC N	178	201	202	99	99	A	5.0	23	419	YOUNG AND THE RESTLESS	M-F	12.30P	60	CBS DD	177	205	205	99	99	A	8.7	32	729	
2 M-F 8.30A 30										B	5.6	25	469	•WEEKEND DAYTIME										B	8.6	31	721	
GUIDING LIGHT	M-F	3.00P	60	CBS DD	175	205	205	99	99	A	8.0	26	670	ABC WEEKEND SPECIALS	SAT.	12.00N	30	ABC FV	32	184	180	93	91	A	4.2	15	352	
HOT POTATO	M-F	12.00N	30	NBC QG	100	147	145	72	71	A	3.2	12	268	ABC WIDE WORLD-SPORTS SAT	1 SAT.	5.02P	88	ABC SA	29	202		99		A	3.9	11	327	
LOVING	1 MTUHF	11.30A	30	ABC DD	179	194	197	95	96	A	3.6	15	302	ALVIN AND THE CHIPMUNKS	SAT.	10.30A	30	NBC CA	38	203	201	97	96	A	7.0	29	587	
1 WED. 11.00A 30										B	3.8	15	318	AMERICAN BANDSTAND	SAT.	12.30P	60	ABC PC	30	168	156	83	78	A	3.9	14	327	
2 M-F 11.30A 30														AMERICAN SPORTSMAN	SUN.	2.00P	30	ABC SA	14	160	165	84	85	A	3.0	10	251	
MATCH GM/HOLLYWOOD SQS HR	M-F	3.00P	60	NBC QG	153	156	154	77	76	A	3.7	12	310	BELMONT STAKES(S)	1 SAT.	4.30P	88	CBS SE		202		99		A	5.0	15	419	
NBC NEWS AT SUNRISE	M-F	6.30A	30	NBC N	180	168	168	90	90	A	1.4	13	117	BENJIZAX & THE-PRINCE	SAT.	12.30P	30	CBS CA	14	177	178	89	89	A	3.9	14	327	
NBC NEWS DIGEST-DAYTIME	M-F	2.57P	1	NBC N	67	200	199	99	99	A	4.8	17	402	BEST OF SCOOPY DOO	SAT.	11.30A	30	ABC CA	20	196	193	96	96	A	4.8	18	402	
NEWSBREAK-11.57	M-F	11.57A	2	CBS N	178	182	179	89	87	A	7.3	29	612										B	3.6	13	302		
2 M-F 11.57A 2 CBS N										B	7.8	31	654															

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2						K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2							K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																																						
RASCALS/RICHIE RICH					38	193	193	98	98	A	2.9	19	243																									
SAT. 8.30A 30 ABC CA									B	4.0	20	335																										
RUBIK, THE AMAZING CUBE					38	199	199	99	99	A	4.8	21	402																									
SAT. 10.00A 30 ABC CA									B	6.0	22	503																										
SATURDAY SUPERCARDE					38	196	196	96	96	A	3.2	19	268																									
SAT. 8.30A 60 CBS CA									B	4.9	23	411																										
SCHOOLHOUSE ROCK-8:25AM					21	189	189	95	95	A	2.7	21	226																									
SAT. 8.25A 4 ABC CN									B	3.8	23	318																										
SHIRT TALES					38	198	196	97	96	A	3.2	21	268																									
SAT. 8.30A 30 NBC CA									B	4.5	23	377																										
SMURFS I					38	209	209	99	99	A	4.7	24	394																									
SAT. 9.00A 30 NBC CA									B	6.2	27	520																										
SMURFS II					38	209	209	99	99	A	6.1	29	511																									
SAT. 9.30A 30 NBC CA									B	7.9	31	662																										
SMURFS III					38	209	209	99	99	A	7.0	31	587																									
SAT. 10.00A 30 NBC CA									B	8.6	31	721																										
SPIDERMAN/HULK 1					37	170	151	85	72	A	4.6	18	385																									
SAT. 11.30A 30 NBC CA									B	5.6	19	469																										
SPIDERMAN/HULK 2					34	169	149	85	71	A	5.0	18	419																									

										B	5.7	19	478																							
										A	2.1	7	176																							
										B	2.9	9	243																							
						172	174	89	89	A	4.4	12	369																							
										B	5.1	13	427																							
						172	173	95	95	A	3.8	19	318																							
										B	4.6	20	385																							
						194	195	96	97	A	3.6	16	302																							
										B	4.7	17	394																							
						173	169	95	94	A	3.7	14	310																							
										B	3.8	12	318																							
						135	113	77	85	A	3.7	14	310																							
										B	5.0	16	419																							
										A	5.5	17	461																							
										A	6.3	18	528																							
						200		98		A	3.8	12	318																							
										B	5.5	15	461																							
						189		97		A	2.6	8	218																							
										A	4.3	14	360																							

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

TV HOUSEHOLDS USING TV	WK. 1	49.3	50.0	50.2	51.0	51.1	53.7	54.9	55.8	57.7	59.7	61.2	62.3	62.1	60.7	60.0	57.9
(See Def. 1)	WK. 2	45.9	47.5	48.5	47.3	47.7	48.9	50.6	53.1	55.5	57.8	58.9	60.2	58.6	58.6	58.2	56.1

U.S. TV Households: 83,800,000

(1) ABC MONDAY NIGHT BSBL-PRE, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE. MON. JUNE 11, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 5, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,480 12.5		10,890 13.0		14,250 17.0				12,230 14.6			
	ABC TV					FOUL UPS, BLEEPS- BLUNDERS (R)(S)(SD)		THREE'S COMPANY (R)(S)(SD)		HOTEL (R)(SD)				HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,630 10.3		9,220 11.0		9,300 11.1	11.0*		11.3*	8,630 10.3	10.3*		10.4*
	SHARE OF AUDIENCE %					20		21		19	19 *		19 *	18	18 *		19 *
	AVG. AUD. BY ¼ HR. %					10.2	10.5	10.3	11.6	10.9	11.0	10.8	11.8	10.3	10.3	10.1	10.6
K 2	TOTAL AUDIENCE (Households (000) & %)					13,320 15.9				18,690 22.3							
	CBS TV							CBS REPORTS (SD)						CBS TUESDAY NIGHT MOVIES TWO LIVES OF CAROL LETNER(R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,880 10.6				11,310 13.5	12.7*		13.6*		14.2*		13.7*
	SHARE OF AUDIENCE %					20	10.1*		11.1*	23	22 *		23 *		24 *		25 *
	AVG. AUD. BY ¼ HR. %					10.0	10.1	10.9	11.3	12.1	13.2	13.8	13.4	14.0	14.4	14.1	13.3
	TOTAL AUDIENCE (Households (000) & %)					17,930 21.4				16,260 19.4				15,340 18.3			
	NBC TV							A TEAM (R)(SD)				RIPTIDE (R)			REMINGTON STEELE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					12,570 15.0	14.1*		15.9*	11,560 13.8	13.2*		14.3*	11,820 14.1	14.5*		13.8*
	SHARE OF AUDIENCE %					29	28 *		30 *	23	23 *		24 *	25	25 *		25 *
	AVG. AUD. BY ¼ HR. %					13.6	14.6	15.8	16.0	12.8	13.7	14.1	14.5	14.3	14.7	14.1	13.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,800 11.7		10,140 12.1		14,250 17.0				15,250 18.2			
	ABC TV					FOUL UPS, BLEEPS- BLUNDERS (R)		THREE'S COMPANY (R)		HOTEL (R)(SD)				HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,630 9.1		8,720 10.4		9,640 11.5	11.1*		12.0*	10,560 12.6	12.6*		12.5*
	SHARE OF AUDIENCE %					19		20		20	20 *		20 *	21	21 *		21 *
	AVG. AUD. BY ¼ HR. %					8.7	9.6	9.7	11.1	11.0	11.2	11.6	12.3	12.5	12.8	12.4	12.5
	TOTAL AUDIENCE (Households (000) & %)					10,310 12.3				28,410 33.9							
	CBS TV							WELCOME TO PARADISE (SD)						NBA CHAMPIONSHIP GAME 7 L.A. LAKERS VS BOSTON (9:00-11:30PM) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					6,450 7.7	7.8*		7.5*	16,170 19.3	14.7*		18.1*		19.3*		21.1*
	SHARE OF AUDIENCE %					16	17 *		15 *	33	26 *		30 *		32 *		35 *
	AVG. AUD. BY ¼ HR. %					8.3	7.4	7.3	7.8	13.4	16.1	17.2	19.0	20.6	17.9	20.4	21.8
	TOTAL AUDIENCE (Households (000) & %)					16,760 20.0				15,500 18.5				17,100 20.4			
	NBC TV							A TEAM (R)(SD)				RIPTIDE (R)(SD)			REMINGTON STEELE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					12,150 14.5	13.4*		15.7*	11,980 14.3	13.7*		14.9*	12,320 14.7	15.0*		14.3*
	SHARE OF AUDIENCE %					29	28 *		30 *	24	24 *		24 *	25	25 *		24 *
	AVG. AUD. BY ¼ HR. %					12.7	14.1	15.8	15.5	13.3	14.2	14.9	14.9	14.9	15.1	14.4	14.3

TV HOUSEHOLDS USING TV	WK. 1	46.1	47.0	47.8	48.6	49.9	50.8	52.6	54.4	55.9	58.4	60.1	60.7	59.1	58.3	56.3	54.2
(See Def. 1)	WK. 2	45.4	45.8	45.9	47.1	46.6	48.8	51.2	52.9	54.3	58.0	60.4	61.5	60.3	59.3	58.7	58.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. JUNE 12, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	16,170 19.3				22,460 26.8												
	ABC TV	FALL GUY (R)(SD) → ABC WEDNESDAY NIGHT MOVIE MOMENT TO MOMENT (SD) →																
	AVERAGE AUDIENCE (Households (000) & %)	10,890	13.0	11.4*		14.6*		12,570	15.0	14.4*		15.9*		15.1*		14.5*		
	SHARE OF AUDIENCE %	24	22 *			26 *		26	25 *		27 *		26 *		26 *		26 *	
	AVG. AUD. BY ¼ HR.	11.0	11.9	13.7		15.4		14.3	14.5	15.6		16.1		15.3	14.9	14.7	14.4	
E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,670 17.5				23,380 27.9												
	CBS TV	LIONS OF ETOSHA (SD) → NBA CHAMPIONSHIP GAME 4 BOSTON VS L.A. LAKERS (8:00-12:04AM) (-OP) →																
	AVERAGE AUDIENCE (Households (000) & %)	10,310	12.3	12.0*		12.5*		10,980	13.1	11.2*		11.8*		11.3*		12.4*		
	SHARE OF AUDIENCE %	23	23 *			23 *		24	20 *		20 *		19 *		21 *		21 *	
	AVG. AUD. BY ¼ HR.	11.7	12.3	12.5		12.6		10.9	11.5	11.5		12.2		11.7	10.9	12.0	12.9	
E E K 1	TOTAL AUDIENCE (Households (000) & %)	13,990 16.7				14,160 16.9												
	NBC TV	NBC NEWS SP:D DAY PLUS 40 (SD) → FACTS OF LIFE (R) → DUCK FACTORY (SD) → ST. ELSEWHERE (R) →																
	AVERAGE AUDIENCE (Households (000) & %)	9,800	11.7	11.7*		11.6*		11,900	14.2	12.2		10,220		10,890	13.0	12.8*	13.2*	
	SHARE OF AUDIENCE %	22	22 *			21 *		24	21	21		21		23	22 *	24 *		
	AVG. AUD. BY ¼ HR.	11.6	11.9	11.6		11.6		13.6	14.7	12.2	12.2	12.2		12.4	13.2	13.1	13.2	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,920 17.8				21,960 26.2															
	ABC TV	FALL GUY (R)(SD) → ABC WEDNESDAY NIGHT MOVIE TOMORROW'S CHILD(R) (SD) →																			
	AVERAGE AUDIENCE (Households (000) & %)	10,390	12.4	11.6*		13.3*		12,230	14.6	12.4*		13.7*		15.5*		16.7*					
	SHARE OF AUDIENCE %	25	24 *			26 *		26	23 *		24 *		27 *		30 *						
	AVG. AUD. BY ¼ HR.	11.0	12.2	12.7		13.8		12.4	12.4	13.3	14.1	15.4	15.6	16.6	16.9						
K 2	TOTAL AUDIENCE (Households (000) & %)	17,350 20.7				CBS WEDNESDAY NIGHT MOVIE A TALE OF TWO CITIES(R) (SD) →															
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)	7,460	8.9	8.8*		8.5*		8.8*		8.8*		9.1*		9.5*							
	SHARE OF AUDIENCE %	16	16 *			17 *		16 *		15 *		16 *		17 *							
	AVG. AUD. BY ¼ HR.	8.8	8.8	8.7		8.2		9.0	8.7	8.9	8.7	9.0	9.2	9.2	9.8						
	TOTAL AUDIENCE (Households (000) & %)	13,410 16.0				15,590 18.6												13,240 15.8		15,000 17.9	
	NBC TV	REAL PEOPLE (R)(SD) → FACTS OF LIFE (R) → DUCK FACTORY → ST. ELSEWHERE (R) →																			
	AVERAGE AUDIENCE (Households (000) & %)	9,050	10.8	10.0*		11.5*		13,070	15.6	13.5		11,310		10,890	13.0	13.6*	12.4*				
	SHARE OF AUDIENCE %	22	20 *			22 *		28	24	24		23		23	24 *	23 *					
	AVG. AUD. BY ¼ HR.	9.7	10.4	11.5		11.5		14.8	16.4	13.4	13.8	13.8	13.3	12.6	12.1						

TV HOUSEHOLDS USING TV WK. 1	48.2	48.8	49.4	50.8	51.6	53.1	54.3	57.1	58.1	59.0	59.0	59.5	57.9	57.3	55.8	54.1
(See Def. 1) WK. 2	45.3	46.6	46.8	48.1	48.5	49.6	51.0	51.9	53.9	55.6	56.6	57.6	57.8	56.7	55.5	54.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

TV HOUSEHOLDS USING TV	WK. 1	44.5	45.8	45.7	46.9	47.5	49.5	51.4	54.4	55.5	56.6	57.9	58.4	56.6	55.9	53.8	52.5
(See Def. 1)	WK. 2	45.3	45.4	45.9	47.6	47.9	49.8	51.5	52.9	55.7	57.6	58.2	58.5	58.7	58.3	55.4	52.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,560 12.6	11,150 13.3			14,250 17.0				16,340 19.5			
	ABC TV						BENSON (R)	WEBSTER (R)(SD)			BLUE THUNDER (R)(SD)				MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,550 10.2	9,970 11.9			9,970 11.9	11.2*		12.6*	12,150 14.5	14.3*		14.6*
	SHARE OF AUDIENCE %	%					23	25			23	22 *		24 *	27	26 *		27 *
	AVG. AUD. BY ¼ HR. %	%					9.4	11.0	11.3	12.5	11.0	11.5	12.2	13.0	14.2	14.4	14.6	14.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,400 13.6				20,780 24.8							
	CBS TV						DUKES OF HAZZARD (R)(SD)						NBA CHAMPIONSHIP GAME 5 L.A. LAKERS VS BOSTON (9:00-11:46PM) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{					7,880 9.4	8.5*		10.3*	10,140 12.1	10.2*		11.8*		11.4*		12.8*
	SHARE OF AUDIENCE %	%					21	19 *		22 *	23	21 *		23 *		21 *		23 *
	AVG. AUD. BY ¼ HR. %	%					8.0	9.0	9.8	10.8	10.1	10.3	11.4	12.3	11.9	10.9	12.3	13.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					8,550 10.2				14,920 17.8							
	NBC TV						HOMEMADE COMEDY SPECIAL (R)(SD)						MOVIE OF THE WEEK-FRIDAY SKEEZEER(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{					5,030 6.0	6.1*		5.9*	8,720 10.4	8.7*		10.2*		11.0*		11.8*
	SHARE OF AUDIENCE %	%					13	14 *		13 *	20	17 *		19 *		20 *		22 *
	AVG. AUD. BY ¼ HR. %	%					6.6	5.7	6.1	5.6	8.1	9.4	10.0	10.4	10.7	11.2	11.7	12.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,310 13.5	11,980 14.3			14,250 17.0				15,750 18.8			
	ABC TV						BENSON (R)	WEBSTER (R)(SD)			BLUE THUNDER (R)(SD)				MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,720 11.6	10,730 12.8			10,310 12.3	11.5*		13.0*	12,650 15.1	15.1*		15.1*
	SHARE OF AUDIENCE %	%					26	27			24	23 *		25 *	29	29 *		29 *
	AVG. AUD. BY ¼ HR. %	%					11.3	12.0	12.5	13.1	11.0	12.0	12.8	13.3	14.7	15.4	15.3	14.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,560 12.6				12,740 15.2				10,640 12.7			
	CBS TV						DUKES OF HAZZARD (R)(SD)						DALLAS (R)		FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,460 8.9	8.4*		9.5*	8,800 10.5	9.9*		11.1*	7,960 9.5	9.6*		9.4*
	SHARE OF AUDIENCE %	%					19	19 *		20 *	20	20 *		21 *	18	18 *		18 *
	AVG. AUD. BY ¼ HR. %	%					8.1	8.8	9.1	9.9	9.9	9.9	10.7	11.4	10.0	9.3	9.6	9.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,130 10.9				14,080 16.8							
	NBC TV						MASTER (R)(SD)						MOVIE OF THE WEEK-FRIDAY DRACULA(R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					6,620 7.9	7.4*		8.3*	8,210 9.8	9.2*		9.2*		9.9*		10.7*
	SHARE OF AUDIENCE %	%					17	16 *		17 *	19	18 *		17 *		19 *		20 *
	AVG. AUD. BY ¼ HR. %	%					6.8	8.0	8.4	8.2	9.1	9.3	9.1	9.4	9.6	10.1	10.8	10.6
TV HOUSEHOLDS USING TV		WK. 1	42.8	43.2	44.5	43.1	44.0	44.7	46.2	48.1	48.9	51.0	52.9	54.2	54.4	54.5	54.8	54.8
(See Def. 1)		WK. 2	44.1	44.2	44.5	45.3	44.7	45.9	47.4	48.9	49.5	50.5	52.2	53.0	52.3	52.8	52.8	51.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		13,830 16.5				16,340 19.5				15,170 18.1															
	ABC TV			T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)															
	AVERAGE AUDIENCE (Households (000) & %)	{		10,140 12.1		11.2*		13.0*		12,320 14.7		13.5*		15.9*		11,060 13.2		13.1*		13.3*							
	SHARE OF AUDIENCE %	{		27		26 *		28 *		30		28 *		31 *		27		26 *		27 *							
W E E K 2	AVG. AUD. BY ¼ HR.	{		10.6		11.7		13.2		12.8		12.7		14.2		16.0		15.8		13.1		13.1		13.4		13.2	
	TOTAL AUDIENCE (Households (000) & %)	{		4,940 5.9		12,650 15.1																					
	CBS TV			MAMA MALONE																							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,850 4.6		5,610 6.7		4.5*		5.9*		6.7*		7.7*		8.7*											
W E E K 1	SHARE OF AUDIENCE %	{		11		14		10 *		12 *		13 *		15 *		18 *											
	AVG. AUD. BY ¼ HR.	{		4.8		4.3		4.4		4.7		5.8		6.0		6.8		6.6		7.5		8.0		8.7		8.7	
	TOTAL AUDIENCE (Households (000) & %)	{		10,060 12.0		10,640 12.7				9,970 11.9		8,800 10.5		10,480 12.5													
	NBC TV			DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)				MAMA'S FAMILY (R)		PEOPLE ARE FUNNY (R)		ROUSTERS													
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{		8,380 10.0		9,300 11.1		8,130 9.7		7,370 8.8		7,210 8.6		8.2*		9.0*											
	SHARE OF AUDIENCE %	{		23		24		20		17		17		16 *		18 *											
	AVG. AUD. BY ¼ HR.	{		9.4		10.7		10.7		11.5		9.6		9.7		8.7		9.0		8.0		8.3		8.5		9.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		12,820 15.3				14,500 17.3				13,070 15.6															
	ABC TV			T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)															
	AVERAGE AUDIENCE (Households (000) & %)	{		8,970 10.7		9.7*		11.7*		12.9		12.3*		13.4*		11.9		11.1*		12.6*							
	SHARE OF AUDIENCE %	{		24		23 *		26 *		26		25 *		26 *		24		22 *		26 *							
W E E K 2	AVG. AUD. BY ¼ HR.	{		9.2		10.2		11.3		12.1		12.0		12.6		13.2		13.6		11.0		11.3		12.4		12.8	
	TOTAL AUDIENCE (Households (000) & %)	{		5,450 6.5		16,090 19.2																					
	CBS TV			MAMA MALONE																							
	AVERAGE AUDIENCE (Households (000) & %)	{		4,270 5.1		8,380 10.0		6.7*		9.7*		11.2*		11.0*		11.2*											
W E E K 1	SHARE OF AUDIENCE %	{		12		20		15 *		20 *		22 *		22 *		23 *											
	AVG. AUD. BY ¼ HR.	{		5.3		4.9		6.2		7.3		9.4		10.0		11.0		11.3		11.0		10.9		11.1		11.3	
	TOTAL AUDIENCE (Households (000) & %)	{		10,390 12.4		10,310 12.3				9,720 11.6		9,720 11.6		8,970 10.7													
	NBC TV			(1) DIFF'RENT STROKES SAT. (R)		SILVER SPOONS (R)(SD)				MAMA'S FAMILY (R)		NOT IN FRONT OF THE KIDS (SD)		ROUSTERS													
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{		8,630 10.3		8,630 10.3		8,380 10.0		8,040 9.6		6,700 8.0		8.2*		7.7*											
	SHARE OF AUDIENCE %	{		24		23		20		19		16		16 *		16 *											
	AVG. AUD. BY ¼ HR.	{		9.6		11.0		10.3		10.3		9.4		10.6		9.6		9.6		8.2		8.1		8.1		7.4	
				5.6		5.3																					
TV HOUSEHOLDS USING TV		WK. 1	40.2	41.5	42.0	42.5	42.0	43.7	45.5	46.9	47.4	48.9	50.5	51.4	50.8	50.7	49.5	48.1									
(See Def. 1)		WK. 2	40.0	41.0	40.7	41.3	41.9	42.7	44.8	46.4	47.8	50.5	51.1	52.1	50.2	49.9	48.8	47.8									

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,680
(Households (000) & %) { 3.2

ABC TV

WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 2,600
(Households (000) & %) { 3.1

SHARE OF AUDIENCE % 7

AVG. AUD. BY ¼ HR. % 3.1

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE { 10,980
(Households (000) & %) { 13.1

NBC TV

← SATURDAY NIGHT →
(11:30-12:49AM)
(SUSTAINING 12:49-1:00AM)

AVERAGE AUDIENCE { 6,120
(Households (000) & %) { 7.3

SHARE OF AUDIENCE % 8.4*

AVG. AUD. BY ¼ HR. % 23

7.3	8.4*		7.1*		6.0*
23	23 *		23 *		23 *
8.8	8.1	7.6	6.6	6.0	5.9

TOTAL AUDIENCE { 4,270
(Households (000) & %) { 5.1

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 4,190
(Households (000) & %) { 5.0

SHARE OF AUDIENCE % 11

AVG. AUD. BY ¼ HR. % 5.0

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 10,560
(Households (000) & %) { 12.6

NBC TV

← SATURDAY NIGHT →
(11:30-12:47AM)
(SUSTAINING 12:47-1:00AM)

AVERAGE AUDIENCE { 5,870
(Households (000) & %) { 7.0

SHARE OF AUDIENCE % 8.0*

AVG. AUD. BY ¼ HR. % 21

7.0	8.0*		6.9*		5.3*
21	21 *		21 *		19 *
8.1	7.9	7.5	6.3	5.4	4.9

TV HOUSEHOLDS USING TV WK. 1 46.2 43.9 38.5 35.6 32.3 30.0 27.1 24.3 21.2 19.0 16.6 15.2 13.4 11.8 10.4 9.6
(See Def. 1) WK. 2 45.8 42.8 39.5 36.9 33.7 31.2 28.0 24.9 22.2 21.2 18.5 16.5 14.4 13.0 11.4 10.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 16, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 13,990 16.7								{ 11,480 13.7		{ 8,040 9.6						
	ABC TV			ABC MOVIE SPECIAL-SUM. THE BAD NEWS BEARS GO TO JAPAN(R) (SD)						HARDCASTLE & MCCORMICK (R)(SD)		U.S. OLYMPIC TRIALS-SUN.						
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1		6.9*		7.5*		8.6*		9.5*	8,130 9.7	9.3*		10.2*	5,450 6.5	6.6*		6.4*
	SHARE OF AUDIENCE %	{ 17		16 *		16 *		18 *		19 *	17	17 *		17 *	12	12 *		12 *
AVG. AUD. BY ¼ HR.		{ 6.8		7.0	7.4	7.6	8.8	8.5	9.4	9.6	8.8	9.7	10.6	9.8	6.8	6.4	6.5	6.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 18,020 21.5		11,310 13.5						10,060 12.0		14,410 17.2		15,670 18.7		17,930 21.4		
	CBS TV			60 MINUTES		AFTERMASH (R)		FOUR SEASONS (SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,490 16.1		15.0*		17.3*	11.2		8,800 10.5		12,150 14.5		13,320 15.9		13,910 16.6	16.3*		16.9*
	SHARE OF AUDIENCE %	{ 36		34 *		38 *	23		21		26		27		30	29 *		31 *
AVG. AUD. BY ¼ HR.		{ 14.0		15.9	17.5	17.0	11.2	11.2	10.4	10.7	13.6	15.4	15.4	16.3	15.8	16.8	17.1	16.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,440 5.3		13,990 16.7						20,870 24.9								
	NBC TV			FATHER MURPHY (R)		KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE JOE DANCER(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7		3.4*		4.0*	9,640 11.5	10.4*		12,740 15.2	13.8*		14.5*		16.2*		16.2*	
	SHARE OF AUDIENCE %	{ 8		8 *		9 *	23	22 *		25 *	27	25 *		25 *		29 *		30 *
AVG. AUD. BY ¼ HR.		{ 3.2		3.5	3.7	4.3	9.7	11.0	12.0	13.2	13.7	13.9	14.4	14.6	15.8	16.6	16.7	15.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,890 11.8		13,240 15.8						22,290 26.6								
	ABC TV			RIPLEY'S BELIEVE IT-NOT (R)		HARDCASTLE & MCCORMICK (R)(SD)				ABC SUNDAY NIGHT MOVIE THE BIG FIX (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,620 7.9		7.7*		8.2*	9,390 11.2	10.2*		12,650 15.1	14.7*		15.3*		15.0*		15.4*	
	SHARE OF AUDIENCE %	{ 17		17 *		17 *	22	21 *		23 *	27	26 *		27 *		27 *		28 *
AVG. AUD. BY ¼ HR.		{ 7.4		8.1	8.4	8.0	9.6	10.7	11.9	12.6	14.4	15.0	15.3	15.3	14.9	15.2	15.2	15.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 18,020 21.5		10,560 12.6						9,550 11.4		14,160 16.9		15,670 18.7		18,690 22.3		
	CBS TV			60 MINUTES		AFTERMASH (R)		FOUR SEASONS (SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,580 16.2		15.6*		16.8*	8,880 10.6		7,960 9.5		12,070 14.4		13,580 16.2		14,330 17.1	16.8*		17.4*
	SHARE OF AUDIENCE %	{ 35		35 *		36 *	22		18		26		28		31	30 *		32 *
AVG. AUD. BY ¼ HR.		{ 14.9		16.3	17.1	16.4	10.6	10.6	9.3	9.8	13.3	15.5	15.8	16.7	16.6	17.1	17.3	17.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,030 6.0		12,570 15.0						15,250 18.2								
	NBC TV			FATHER MURPHY (R)		KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE FAMILY REUNION(R)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,180 3.8		3.5*		4.1*	9,220 11.0	9.9*		8,800 10.5	10.1*		10.3*		10.8*		10.8*	
	SHARE OF AUDIENCE %	{ 8		8 *		9 *	22	20 *		19	18 *		18 *		20 *		20 *	
AVG. AUD. BY ¼ HR.		{ 3.6		3.4	3.8	4.4	9.4	10.5	11.7	12.3	10.0	10.1	10.1	10.6	11.1	10.6	10.9	10.6
TV HOUSEHOLDS USING TV		WK. 1	43.0	44.2	45.3	46.4	47.1	48.7	50.2	52.3	54.0	56.6	58.0	58.7	56.4	56.9	55.9	53.1
(See Def. 1)		WK. 2	44.1	45.1	46.5	47.5	48.1	49.9	51.5	53.3	54.9	57.1	57.7	57.3	55.2	55.0	54.9	53.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,100
(Households (000) & %) { 3.7

ABC TV

ABC
WEEKEND
REPORT-
SUN

AVERAGE AUDIENCE { 2,850
(Households (000) & %) { 3.4

SHARE OF AUDIENCE % 8

AVG. AUD. BY ¼ HR. % 3.4

W

TOTAL AUDIENCE { 4,780
(Households (000) & %) { 5.7

CBS TV

CBS
SUNDAY
NEWS-
050000

AVERAGE AUDIENCE { 4,610
(Households (000) & %) { 5.5

SHARE OF AUDIENCE % 12

AVG. AUD. BY ¼ HR. % 5.5

E

K

1

TOTAL AUDIENCE { 2,600
(Households (000) & %) { 3.1

NBC TV

NBC LATE NIGHT MOVIE
MORE AMERICAN GRAFFITI!
(11:30-12:55AM)
(SUSTAINING 12:55-1:34AM)

AVERAGE AUDIENCE { 1,340
(Households (000) & %) { 1.6

SHARE OF AUDIENCE % 2.3*

AVG. AUD. BY ¼ HR. % 2.5

6

7 *

1.3*

5 *

6 *

1.4

1.2

1.1

1.1

TOTAL AUDIENCE { 3,850
(Households (000) & %) { 4.6

ABC TV

ABC
WEEKEND
REPORT-
SUN

AVERAGE AUDIENCE { 3,690
(Households (000) & %) { 4.4

SHARE OF AUDIENCE % 10

AVG. AUD. BY ¼ HR. % 4.4

W

TOTAL AUDIENCE { 5,780
(Households (000) & %) { 6.9

CBS TV

CBS
SUNDAY
NEWS-
080000

AVERAGE AUDIENCE { 5,450
(Households (000) & %) { 6.5

SHARE OF AUDIENCE % 14

AVG. AUD. BY ¼ HR. % 6.5

E

E

K

2

TOTAL AUDIENCE { 3,180
(Households (000) & %) { 3.8

NBC TV

NBC LATE NIGHT MOVIE
THE OMEN
(11:30-12:48AM)
(SUSTAINING 12:48-1:30AM)

AVERAGE AUDIENCE { 1,840
(Households (000) & %) { 2.2

SHARE OF AUDIENCE % 2.4*

AVG. AUD. BY ¼ HR. % 2.4

2.2

7 *

2.4*

8 *

1.7*

2.3

2.1

1.7

1.5

TV HOUSEHOLDS USING TV WK. 1	47.3	41.0	33.5	28.6	25.3	23.5	20.6	18.6	15.9	14.3	12.4	10.6	9.2	8.0	7.2	6.0
(See Def. 1) WK. 2	47.8	43.0	36.1	32.2	28.3	25.1	21.4	19.3	16.7	14.2	11.8	10.1	8.6	8.2	7.3	6.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 17, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		5,030 6.0		{		5,360 6.4		{		{		{		{		
	ABC TV	{		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (SUS-OP) (WTHU) (SUS-OP)		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		4,020 4.8		{		4,530 5.4		{		{		{		{		
	SHARE OF AUDIENCE %	{		27		{		24		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		4.7 4.8		{		5.5 5.2		{		{		{		{		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		3,270 3.9		{		3,520 4.2		{		4,690 5.6		5,030 6.0		{		
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,000 PYRAMID		PRESS YOUR LUCK		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,600 3.1		{		2,770 3.3		{		3,770 4.5		4,190 5.0		{		
	SHARE OF AUDIENCE %	{		17		{		15		{		19		21		{		
	AVG. AUD. BY ¼ HR. %	{		3.0 3.1		{		3.2 3.4		{		4.2 4.8		4.8 5.0		{		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		3,850 4.6		{		4,270 5.1		{		4,690 5.6		4,530 5.4		{		
	NBC TV	{		← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,020 3.6		{		3,440 4.1		{		4,020 4.8		3,600 4.3		{		
	SHARE OF AUDIENCE %	{		19		{		19		{		20		18		{		
	AVG. AUD. BY ¼ HR. %	{		3.5 3.7		{		4.3 4.0		{		4.5 5.0		4.2 4.4		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		4,610 5.5		{		4,690 5.6		{		{		{		{		
	ABC TV	{		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,690 4.4		{		3,850 4.6		{		{		{		{		
	SHARE OF AUDIENCE %	{		24		{		21		{		{		{		{		
	AVG. AUD. BY ¼ HR. %	{		4.3 4.4		{		4.6 4.7		{		{		{		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		3,440 4.1		{		3,350 4.0		{		4,860 5.8		5,280 6.3		{		
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,000 PYRAMID		PRESS YOUR LUCK		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,770 3.3		{		2,680 3.2		{		4,020 4.8		4,360 5.2		{		
	SHARE OF AUDIENCE %	{		18		{		15		{		21		21		{		
	AVG. AUD. BY ¼ HR. %	{		3.2 3.4		{		3.2 3.3		{		4.5 5.1		5.1 5.3		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		3,850 4.6		{		3,940 4.7		{		5,110 6.1		5,280 6.3		{		
	NBC TV	{		← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,020 3.6		{		3,100 3.7		{		4,110 4.9		4,360 5.2		{		
	SHARE OF AUDIENCE %	{		20		{		17		{		21		21		{		
	AVG. AUD. BY ¼ HR. %	{		3.7 3.5		{		3.7 3.7		{		4.7 5.2		5.0 5.3		{		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	11.7	13.3	15.0	16.8	18.2	19.8	20.9	20.9	21.3	22.5	22.5	22.5	22.8	23.6	23.8	24.0
		WK. 2	11.3	12.8	14.6	16.5	17.8	19.4	20.4	20.7	21.1	21.9	22.1	22.5	22.7	23.6	24.0	24.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,690 4.4				3,940 4.7		4,440 5.3		9,130 10.9				7,790 9.3			
	ABC TV		BENSON DAYTIME (MTUHF)(OP)		LOVING (S)(OP)		FAMILY FEUD (MTUHF) (S)(OP)		RYAN'S HOPE		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.7				3,270 3.9		3,690 4.4		7,040 8.4				5,780 6.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 3.6				15 3.7		16 4.2		28 7.6		8.1* 27 *		25 7.1		25* 6.8	25* 6.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,450 7.7		8,880 10.6				9,640 11.5				7,960 9.5				5,870 7.0	
	CBS TV		PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,530 6.6		7,540 9.0				7,210 8.6				6,200 7.4				5,280 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 6.3		37 6.9				32 8.5			8.6* 8.7	7.3* 24 *		27* 7.5		23 6.1	23 6.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,210 8.6		4,610 5.5		3,180 3.8		3,020 3.6		7,630 9.1				6,120 7.3			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.2		3,940 4.7		2,770 3.3		2,680 3.2		5,950 7.1				4,690 5.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 7.2		19 7.1		13 4.6		12 3.3		24 6.6		6.8* 6.9		20* 5.8		20* 5.6	20* 5.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.6		3,770 4.5		4,270 5.1		4,440 5.3		8,970 10.7				7,290 8.7			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		3,180 3.8		3,440 4.1		3,690 4.4		6,700 8.0				5,530 6.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 3.6		15 4.0		15 3.8		16 4.5		26 7.2		7.6* 8.1		23 6.8		23* 6.5	23* 6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,960 8.3		9,390 11.2				9,640 11.5				8,460 10.1				6,870 8.2	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT-2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,870 7.0		7,790 9.3				7,290 8.7				6,620 7.9				6,290 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 6.1		37 9.2				31 8.2			9.0* 9.0	7.7* 25 *		28* 8.2		26 7.3	26 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,210 8.6		4,610 5.5		3,020 3.6		3,180 3.8		7,710 9.2				6,030 7.2			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,290 7.5		3,850 4.6		2,600 3.1		2,680 3.2		5,950 7.1				4,530 5.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 7.4		18 7.5		12 4.6		11 3.2		23 6.4		6.7* 7.0		19 5.6		19* 5.2	19* 5.3
TV HOUSEHOLDS USING TV WK. 1			23.8	24.2	24.5	25.2	26.1	27.3	27.4	27.9	28.7	29.6	29.7	29.5	28.0	28.1	27.0	27.6
(See Def. 1) WK. 2			24.5	25.3	25.2	25.7	26.9	28.5	28.5	29.4	30.0	30.8	30.3	30.3	29.1	28.9	28.4	29.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		8,460 10.1		GENERAL HOSPITAL		2,770 3.3		EDGE OF NIGHT		8,040 9.6		ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		6,370 7.6		7.4*		7.9*		2,430 2.9		6,870 8.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		{		26 7.2		26 *		26 *		10 3.0		18 8.1		8.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		8,040 9.6		GUIDING LIGHT (50)		2,930 3.5		BODY LANGUAGE		10,060 12.0		CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		6,620 7.9		7.9*		7.9*		2,350 2.8		8,550 10.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		{		27 7.8		28 *		26 *		9 2.8		23 10.3		10.2	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		4,530 5.4		MATCH GM/HOLLYWOOD SQS HR						8,880 10.6		NBC NIGHTLY NEWS	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		3,020 3.6		3.3*		3.9*				7,460 8.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		{		12 3.1		12 *		13 *				20 8.7		9.1	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		8,800 10.5		GENERAL HOSPITAL		2,510 3.0		EDGE OF NIGHT		8,130 9.7		ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		6,700 8.0		7.9*		8.1*		2,100 2.5		6,870 8.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		{		26 7.7		26 *		25 *		8 2.6		18 8.1		8.3	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		8,380 10.0		GUIDING LIGHT (50)		3,100 3.7		BODY LANGUAGE		9,550 11.4		CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		6,790 8.1		8.1*		8.1*		2,510 3.0		8,380 10.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		{		26 8.1		27 *		25 *		10 2.9		23 9.9		10.0	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		4,780 5.7		MATCH GM/HOLLYWOOD SQS HR						8,800 10.5		NBC NIGHTLY NEWS	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		3,180 3.8		3.6*		4.1*				7,540 9.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		{		12 3.4		12 *		13 *				20 8.6		9.3	

TV HOUSEHOLDS USING TV WK. 1	28.6	29.9	30.3	30.9	29.7	30.7	31.7	33.2	34.1	35.8	37.3	39.4	42.4	44.2	44.8	45.4
(See Def. 1) WK. 2	29.8	31.0	31.7	32.1	30.7	31.6	31.9	33.1	34.8	36.7	38.2	40.1	42.4	44.2	44.4	44.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,350 2.8 MONCHHICHIS (SD)		2,510 3.0 RASCALS/RICHIE RICH		3,850 4.6 NEW SCOOPY & SCRAPPY DOO		3,600 4.3 PAC-MAN		4,690 5.6 RUBIK, THE AMAZING CUBE (SD)		4,190 5.0 LITTLES	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,760 2.1		2,100 2.5		3,020 3.6		3,100 3.7		3,850 4.6		3,350 4.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					17 1.9	2.3	16 2.4	2.6	19 3.1	4.0	18 3.6	3.8	20 4.7	4.6	16 3.9	4.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,680 2.0				2,510 3.0 CAPTAIN KANGAROO-SAT ←	←	4,190 5.0 CHARLIE BROWN/SNOOPY SHOW (SD)	→	←	4,440 5.3 SATURDAY SUPERCARDE →	→	3,440 4.1 DUNGEONS AND DRAGONS (SD)	→	4,270 5.1 TARZAN LORD OF-JUNGLE (SD)	→	3,600 4.3 BUGS BUNNY/ROAD RUNNER I
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	840 1.0	.8*			1,930 2.3		2,680 3.2	2.7*		3,440 4.1		2,930 3.5		3,600 4.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	14 .8	13*	.8	1.0	14* 1.4	2.1	18 2.4	17* 3.0	3.7	19* 3.8	4.0	20 4.2	3.3	17 3.7	4.3	4.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,510 3.0 FLINTSTONE FUNNIES (SD)		3,350 4.0 SHIRT TALES (SD)		4,690 5.6 SMURFS I		5,780 6.9 SMURFS II		6,370 7.6 SMURFS III (SD)		7,290 8.7 ALVIN AND THE CHIPMUNKS (SD)	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,010 2.4		2,850 3.4		3,940 4.7		4,860 5.8		5,530 6.6		6,120 7.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					19 2.1	2.8	22 3.5	17* 3.4	24 4.4	5.0	28 5.6	6.1	29 6.6	6.6	29 7.2	7.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,600 3.1 MONCHHICHIS (SD)		3,350 4.0 RASCALS/RICHIE RICH		4,190 5.0 NEW SCOOPY & SCRAPPY DOO		4,270 5.1 PAC-MAN		4,860 5.8 RUBIK, THE AMAZING CUBE (SD)		4,530 5.4 LITTLES	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,180 2.6		2,680 3.2		3,520 4.2		3,520 4.2		4,190 5.0		3,940 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					24 2.4	2.9	21 3.0	17* 3.4	22 4.1	4.4	19 4.2	4.2	21 4.9	5.1	20 4.7	4.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,090 1.3				1,590 1.9 CAPTAIN KANGAROO-SAT ←	←	4,530 5.4 CHARLIE BROWN/SNOOPY SHOW (SD)	→	←	4,610 5.5 SATURDAY SUPERCARDE →	→	3,690 4.4 DUNGEONS AND DRAGONS (SD)	→	4,360 5.2 TARZAN LORD OF-JUNGLE (SD)	→	3,440 4.1 BUGS BUNNY/ROAD RUNNER I
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	590 .7	6*			1,090 1.3		2,600 3.1	2.5*		3,850 4.6		3,020 3.6		3,440 4.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	10 .7	11*	.6	.7	12 1.0	1.6	18 2.2	17* 2.8	3.5	19* 3.8	4.4	21 4.4	3.5	17 3.8	4.1	4.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,100 2.5 FLINTSTONE FUNNIES (SD)		2,930 3.5 SHIRT TALES (SD)		4,940 5.9 SMURFS I		6,290 7.5 SMURFS II		7,040 8.4 SMURFS III (SD)		6,540 7.8 ALVIN AND THE CHIPMUNKS (SD)	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,590 1.9		2,430 2.9		3,940 4.7		5,360 6.4		6,120 7.3		5,610 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					17 1.7	2.2	19 2.8	17* 3.1	25 4.1	5.3	29 6.1	6.6	31 7.3	7.3	28 6.6	6.9
TV HOUSEHOLDS USING TV WK. 1			7.0	8.4	9.0	11.2	13.3	15.4	16.1	17.3	19.1	20.5	20.9	22.0	22.5	23.5	25.0	25.8
(See Def. 1) WK. 2			6.4	7.8	8.9	10.1	11.4	13.1	14.8	16.6	18.4	20.2	21.4	22.4	23.1	24.2	24.5	24.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 9, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,690 5.6		{ 4,860 5.8		{ 4,190 5.0		{ 5,870 7.0		{ 6,030 7.2		{ 6,030 7.2		{ 6,030 7.2		{ 6,030 7.2	
	PROGRAM	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS THE BIG HEX OF LITTLE LULU(R)		AMERICAN BANDSTAND		AMERICAN BANDSTAND		AMERICAN BANDSTAND		AMERICAN BANDSTAND		PRO BOWLERS SPRING TOUR (2:30-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,940 4.7		{ 4,110 4.9		{ 3,520 4.2		{ 3,350 4.0		{ 3,350 4.0		{ 3,350 4.0		{ 3,350 4.0		{ 3,180 3.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 18 4.5		{ 19 4.9		{ 15 4.0		{ 14 3.7		{ 13* 3.6		{ 16* 4.3		{ 16* 4.3		{ 13 3.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,940 5.9		{ 4,530 5.4		{ 3,520 4.2		{ 3,940 4.7		{ 2,850 3.4		{ 2,350 2.8		{ 2,350 2.8		{ 2,350 2.8	
	PROGRAM	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITT (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. THE TRUMPET AND I		CBS CHILDREN'S FILM FEST. THE TRUMPET AND I		CBS CHILDREN'S FILM FEST. THE TRUMPET AND I	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,020 4.8		{ 3,520 4.2		{ 2,930 3.5		{ 3,350 4.0		{ 2,180 2.6		{ 1,760 2.1		{ 1,760 2.1		{ 1,760 2.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 19 5.0		{ 16 4.3		{ 13 3.5		{ 14 3.9		{ 10 2.6		{ 8 2.1		{ 8 2.1		{ 8 2.1	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,200 7.4		{ 4,610 5.5		{ 4,610 5.5		{ 3,850 4.6		{ 8,550 10.2		{ 8,550 10.2		{ 8,550 10.2		{ 8,550 10.2	
	PROGRAM	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR		FRENCH OPEN TENNIS-SAT		FRENCH OPEN TENNIS-SAT		FRENCH OPEN TENNIS-SAT		FRENCH OPEN TENNIS-SAT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,030 6.0		{ 3,770 4.5		{ 4,020 4.8		{ 3,350 4.0		{ 3,600 4.3		{ 3,600 4.3		{ 3,600 4.3		{ 3,600 4.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 23 6.2		{ 18 4.2		{ 17 4.8		{ 14 3.8		{ 16* 4.2		{ 16* 4.5		{ 16* 4.5		{ 16* 4.5	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,530 5.4		{ 4,690 5.6		{ 4,110 4.9		{ 5,360 6.4		{ 2,350 2.8		{ 12,400 14.8		{ 12,400 14.8		{ 12,400 14.8	
	PROGRAM	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS THE JOKES ON MR. LITTLE(R)		AMERICAN BANDSTAND		SPORTSBEAT		U.S. OPEN GOLF-SAT (2:30-8:30PM)		U.S. OPEN GOLF-SAT (2:30-8:30PM)		U.S. OPEN GOLF-SAT (2:30-8:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,600 4.3		{ 3,850 4.6		{ 3,520 4.2		{ 3,100 3.7		{ 1,760 2.1		{ 4,610 5.5		{ 4,610 5.5		{ 4,610 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 17 4.0		{ 17 4.5		{ 16 4.2		{ 14 3.3		{ 7 2.2		{ 17 4.6		{ 17 4.6		{ 17 4.6	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,370 7.6		{ 6,870 8.2		{ 4,360 5.2		{ 3,690 4.4		{ 3,440 4.1		{ 2,680 3.2		{ 2,680 3.2		{ 2,680 3.2	
	PROGRAM	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITT (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. BEWARE THE JABBERWOCK		CBS CHILDREN'S FILM FEST. BEWARE THE JABBERWOCK		CBS CHILDREN'S FILM FEST. BEWARE THE JABBERWOCK	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,110 6.1		{ 5,380 6.4		{ 3,520 4.2		{ 3,100 3.7		{ 2,850 3.4		{ 2,180 2.6		{ 2,180 2.6		{ 2,180 2.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 24 5.8		{ 24 6.1		{ 16 4.3		{ 14 3.7		{ 13 3.5		{ 10 2.7		{ 10 2.7		{ 10 2.7	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,610 6.7		{ 4,360 5.2		{ 4,940 5.9		{ 3,440 4.1		{ 4,530 5.4		{ 12,230 14.6		{ 12,230 14.6		{ 12,230 14.6	
	PROGRAM	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR		(1) (-OP)		NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS CHICAGO PITTSBURGH VS MONTREAL MULTI-SEGMENT TELECAST (OP)		NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS CHICAGO PITTSBURGH VS MONTREAL MULTI-SEGMENT TELECAST (OP)		NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS CHICAGO PITTSBURGH VS MONTREAL MULTI-SEGMENT TELECAST (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,860 5.8		{ 3,850 4.6		{ 4,270 5.1		{ 2,770 3.3		{ 4,270 5.1		{ 5,110 6.1		{ 5,110 6.1		{ 5,110 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 23 5.8		{ 17 4.5		{ 19 5.3		{ 13 3.2		{ 21 5.1		{ 22* 5.0		{ 22* 5.0		{ 22* 5.0	
TV HOUSEHOLDS USING TV WK. 1		26.6	26.5	25.7	26.5	27.4	27.8	27.8	28.3	27.4	27.3	27.0	27.9	28.2	28.4	28.3	29.0
(See Def. 1) WK. 2		25.3	26.3	27.0	27.1	27.4	27.2	26.2	26.4	25.9	26.3	26.2	26.4	26.6	27.7	28.8	29.3

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 9, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						5,110 6.1				7,710 9.2							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		5,110 6.1								7,880 9.4						8,300 9.9	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		5,780 6.9 (1) (-OP)	16,840 20.1														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.0	29.6	30.5	30.9	30.9	31.4	31.5	31.5	32.3	33.4	35.7	36.2	37.6	38.2	39.6	40.4
		WK. 2	29.4	30.4	30.9	30.2	30.3	30.8	32.2	32.3	33.2	33.8	34.6	35.5	36.9	38.2	38.5	39.3

For explanation of symbols, See page A.

DAY SAT. JUNE 16, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,860 5.8 ← THIS WEEK-DAVID BRINKLEY →												3,520 4.2 AMERICAN SPORTSMAN	10,730 12.8 (1)				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	3,350 4.0 3.9*												2,850 3.4 11	3,350 4.0 11				
	SHARE OF AUDIENCE %	15 15 *												11	3.6	11	14 *		
	AVG. AUD. BY ¼ HR. %	3.8 4.0 4.2 4.1												3.1	3.6	4.3	4.5		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	FOR OUR TIMES (SUS)												10,640 12.7 ← WESTCHESTER CLASSIC-SUN (1:00-2:37PM) →					
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	3,600 4.3 3.5*												4.2* 14 * 4.2 4.2 4.2 4.1 4.5 4.4					
	SHARE OF AUDIENCE %	14 12 *												14 * 14 *					
	AVG. AUD. BY ¼ HR. %	3.3 3.6 4.2 4.2												4.2 4.1 4.5 4.4					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	FRENCH OPEN TENNIS-SUN (9:00-2:00PM)																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	3.0* 12 * 3.0 3.3 3.4 3.8 3.7 4.0 4.6 5.0 5.4 4.9 3.8																	
	SHARE OF AUDIENCE %	12 * 13 * 13 13 14 * 14 * 15 * 15 * 17 * 17 * 14 * 14 *																	
	AVG. AUD. BY ¼ HR. %	3.0 3.0 3.3 3.4 3.8 3.7 4.0 4.6 5.0 5.4 4.9 3.8																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,690 5.6 ← THIS WEEK-DAVID BRINKLEY →												2,600 3.1 AMERICAN SPORTSMAN	13,070 15.6 U.S. OPEN GOLF-SUN (2:30-5:30PM)				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	2,850 3.4 3.3*												2,100 2.5 8	5,280 6.3 18				
	SHARE OF AUDIENCE %	13 13 *												2.5	2.5	3.9	4.2*		
	AVG. AUD. BY ¼ HR. %	3.2 3.5 3.5 3.5												2.5	2.5	3.9	4.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	FOR OUR TIMES (SUS)												10,890 13.0 ← MICHIGAN 400 →					
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	3,850 4.8 4.1*												4.8* 17 * 5.3 5.3 4.7 4.5					
	SHARE OF AUDIENCE %	15 16 *												17 * 18 *					
	AVG. AUD. BY ¼ HR. %	3.6 4.5 4.8 4.9												5.3 5.3 4.7 4.5					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,010 2.4 ← MEET THE PRESS →												RELIGIOUS SERIES (SUS)					
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	1,780 2.1 8												2.1 2.1					
	SHARE OF AUDIENCE %	2.1 2.1																	
	AVG. AUD. BY ¼ HR. %	2.1 2.1																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.8	26.0	26.9	27.2	27.5	27.9	28.3	28.6	30.4	31.6	31.8	31.8	31.3	31.8	32.7	33.3	
		WK. 2	24.9	26.3	26.8	27.2	26.8	26.8	27.2	27.6	27.7	28.2	28.7	29.6	30.0	30.4	30.5	31.4	

U.S. TV Households: 83,800,000

(1) USFL FOOTBALL, VARIOUS TEAMS AND TIMES-MULTI SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. JUNE 17, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	4,780 5.7
	ABC TV																	ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	4,110 4.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	12 4.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	8,550 10.2
	CBS TV																	CBS EVENING NEWS-DEAN (8:03-8:30PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	6,540 7.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	19 7.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	7,120 8.5
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,030 7.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	17 7.1
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	2,930 3.5
	ABC TV																	ABC WRD NEWS- SUN(B)
	AVERAGE AUDIENCE (Households (000) & %)																	2,430 2.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	7 3.1
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	6,120 7.3
	CBS TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)																	5,110 6.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	14 6.3
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	43.0
	TV HOUSEHOLDS USING TV (See Def. 1)																	43.1
	U.S. TV Households: 83,800,000																	
	For explanation of symbols, See page A.																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BASEBALL	1	8.14-11.19PM	-GRID 11.00 11.15	19,780	23.6	8,800	10.5	18	12.0 8.8										
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.14PM	8.00	7,040	8.4	6,870	8.2	17	8.2										
ABC ABC MONDAY NIGHT BASEBALL	2	8.15-11.05PM	-GRID 11.00 11.15								19,020	22.7	8,970	10.7	19	6.3* 6.1	12*		
EVENING TUESDAY																			
ABC '84 VOTE:CA,NJ,NM,SD 8:04(S)	1	8.04- 8.06PM	8.00	7,880	9.4	7,710	9.2	20	9.2										
ABC '84 VOTE:CA,NJ,NM,SD 8:32(S)	1	8.32- 8.34PM	8.30	7,040	8.4	6,960	8.3	17	8.3										
CBS NBA CHAMPIONSHIP GAME 7(S)	2	9.00-11.53PM	-GRID 11.00 11.15 11.30 11.45								28,410	33.9	16,170	19.3	33	21.9 22.7 23.0 20.4*	39* 41*		
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF--WED		8.58- 8.59PM	8.45	11,820	14.1	11,820	14.1	25	14.1		11,650	13.9	11,650	13.9	27	13.9			
CBS NBA CHAMPIONSHIP GAME 4(S)	1	9.00-12.04AM	-GRID	23,380	27.9	10,980	13.1	24											

			11.00																
			11.15					15.2*	28*	14.7									
			11.30							15.7									
			11.45					16.9*	36*	16.7									
			12.00							17.1									
EVENING THURSDAY																			
ABC ABC NEWS CLOSEUP(S)	2	8.40- 9.40PM	-GRID 9.30									9,550	11.4	5,110	6.1	11	6.6*	11*	6.6
ABC LOTTERY	2	9.40-10.40PM	-GRID 10.30									14,330	17.1	8,800	10.5	18	13.9*	24*	13.9
ABC 20/20	2	10.40-11.40PM	-GRID 11.00 11.15 11.30									19,690	23.5	13,740	16.4	32	17.1*	34*	17.5
																15.1*	35*	16.8	15.1
CBS MAGNUM, P.I.	2	9.38- 9.38PM	-GRID 9.30									20,870	24.9	14,160	16.9	31	19.4*	34*	19.4
CBS SIMON & SIMON	2	9.38-10.38PM	-GRID 10.30									20,360	24.3	15,340	18.3	31	18.8*	33*	18.8
CBS KNOTS LANDING	2	10.38-11.38PM	-GRID 11.00 11.15 11.30									13,490	16.1	8,880	10.6	21	10.4*	21*	11.0
																9.7*	23*	9.8	9.7
NBC HILL STREET BLUES	2	10.30-11.30PM	-GRID 11.00 11.15									15,170	18.1	10,390	12.4	24	12.7*	26*	13.3
																		12.1	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.44- 8.45PM	8.30	10,220	12.2	10,220	12.2	25	12.2	10,810	12.9	10,810	12.9	27	12.9		
	1	8.48- 8.49PM	8.45														
CBS NBA CHAMPIONSHIP GAME 5(S)	1	9.00-11.46PM	-GRID 11.00 11.15 11.30 11.45	20,780	24.8	10,140	12.1	23	13.0 14.3 13.1 9.1								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	10,220	12.2	9,890	11.8	25	11.8	9,890	11.8	9,890	11.8	25	11.8		
	2	8.58- 8.59PM	8.45														
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,730	14.0	11,730	14.0	27	14.0	10,310	12.3	10,310	12.3	24	12.3		
CBS NEWSBREAK-SAT.	1	9.07- 9.09PM	9.00														
	2	9.10- 9.11PM	9.00	4,690	5.6	4,610	5.5	12	5.5	7,210	8.6	7,210	8.6	18	8.6		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45														
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45	7,290	8.7	7,290	8.7	19	8.7	6,200	7.4	6,200	7.4	16	7.4		
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.17- 8.19PM	8.15	7,630	9.1	7,460	8.9	18	8.9	9,550	11.4	9,390	11.2	22	11.2		
	2	8.31- 8.33PM	8.30														

ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	6,960	8.3	6,960	8.3	14	8.3								
	2	9.57- 9.59PM	9.45									12,740	15.2	12,490	14.9	26	14.9
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	9,050	10.8	9,050	10.8	21	10.8			8,720	10.4	8,720	10.4	20	10.4
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	8,970	10.7	8,970	10.7	20	10.7			8,130	9.7	8,130	9.7	18	9.7
NBC NBC NEWS DIGEST-2-SUN.	1	9.56- 9.57PM	9.45	11,730	14.0	11,730	14.0	24	14.0								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.00 9.45 10.30	9,800	11.7	9,220	11.0	20	7.7 12.6	M-F TU-F		10,730	12.8	10,890	13.0	23	8.6 13.3 15.4
ABC '84 VOTE:CA,NJ,NM,SD11:30(S)	1	11.30-12.00MD	11.30 11.45	6,120	7.3	4,780	5.7	16	6.5 5.0	TUE. TUE.							
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,870	8.2	5,360	6.4	16	7.2	W-F		6,030	7.2	4,530	5.4	14	6.3
	2	>	11.30 11.45 12.00						5.6	W-F							4.8 TU & W WED.
ABC U.S. OPEN GOLF-FRI.(S)	2	11.30-12.00MD	11.30 11.45									5,280	8.3	4,360	5.2	14	5.9 FRI.
ABC ABC NEWS:NIGHTLINE-MON	2	11.58-12.28AM	11.45 12.00 12.15									4,530	5.4	3,270	3.9	14	4.5 FRI.
ABC ABC NEWS:NIGHTLINE SPEC.(S)	1	12.00-12.31AM	12.00 12.15 12.30	3,690	4.4	2,850	3.4	12	3.8 3.1 2.2	TUE. TUE. TUE.							
ABC ABC NEWS:NIGHTLINE-SPEC(S)	2	12.00-12.30AM	12.00 12.15									4,020	4.8	3,270	3.9	13	4.2 FRI.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONTD																			
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.43AM	12.00 12.15 12.30	5,780	6.9	4,190	5.0	18	6.0	WED.									
							5.4*	18*	4.8	WED.									
							3.9*	16*	3.9	WED.									
ABC EYE ON HOLLYWOOD		12.00-12.31AM	12.00 12.15 12.30 12.45	2,430	2.9	1,840	2.2	7	2.4	TH&F		1,760	2.1	1,340	1.6	6	1.9	M-W	
									2.0	TH&F							1.6	M-W	
									1.6	TH&F							1.4	M & W	
																	1.6	M & W	
ABC U.S. OPEN GOLF-THUR.(S)	2	12.10-12.25AM	12.00 12.15									4,020	4.8	3,850	4.6	16	5.2	THU.	
ABC ABC NEWS:NIGHTLINE-MON	1	12.24-12.54AM	12.15 12.30 12.45	3,520	4.2	2,770	3.3	14	3.8	MON.							4.4	THU.	
									3.4	MON.									
									2.7	MON.									
ABC ABC NEWS:NIGHTLINE-SPEC.(S)	2	12.25-12.55AM	12.15 12.30 12.45									3,100	3.7	2,430	2.9	12	3.7	THU.	
																	2.9	THU.	
																	2.5	THU.	
CBS NEWSBREAK-M-F		>	8.45 9.00 9.30	10,140	12.1	9,890	11.8	22	11.9	M-F		9,890	11.8	9,640	11.5	22	10.6	M-F	
																	10.4	WED.	
																	16.5	THU.	
CBS CAMPAIGN '84:PRIMARIES(S)	1	11.30-12.02AM	11.30 11.45	6,870	8.2	5,200	6.2	17	7.1	TUE.									
									5.5	TUE.									

CBS LAROUCHÉ FOR PRES.(S)	2	11.30-12.00MD	12.00 11.30 11.45						4.8	TUE.		4,270	5.1	3,270	3.9	11	4.4	FRI.	
																	3.3	FRI.	
CBS LAROUCHÉ FOR PRESIDENT(S)	2	11.30-12.00MD	11.30 11.45									5,780	6.9	4,530	5.4	16	6.1	MON.	
																	4.7	MON.	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30	6,620	7.9	4,270	5.1	19	7.0	M-F		6,030	7.2	3,940	4.7	19	5.6	M-F	
							6.7*	18*	6.5	M & TH							5.3	WED.	
									5.6	MTUTHF							5.4*	16*	
							5.3*	19*	5.0	MTUTHF							4.5	M-F	
									5.0	M-F							4.6*	16*	
							4.6*	19*	4.4	M-F							4.8	M-F	
									4.3	TUWF							4.7*	21*	
							4.3*	21*	4.2	TUWF							4.6	M-F	
							4.1*	26*	4.0	W & F							4.4*	24*	
																	4.0	MTUTHF	
																	3.5	TUE.	
CBS LATE MOVIE II		VARIOUS TIMES (SUS)	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15 2.30	3,940	4.7	3,020	3.6	23	5.0	M-F		3,350	4.0	2,510	3.0	20	3.4	M-F	
							4.7*	23*	4.6	M & TH							3.4*	17*	
									3.7	MTUTH							3.3	MTUTH	
							3.6*	22*	3.3	MTUTH							3.1*	19*	
									3.3	TUWF							3.0	M-F	
							3.2*	22*	3.2	TUWF							2.9*	21*	
									3.4	W & F							2.8	M-F	
							3.1*	26*	2.7	W & F							2.6	TU&TH	
									2.5	WED.							2.5	TU&TH	
CBS CBS NEWS NIGHTWATCH-1		VARIOUS TIMES (SUS)	2.00- 2.30AM 2.00 2.15	1,590	1.9	1,340	1.6	17	1.7	MTHSU		920	1.1	840	1.0	11	1.1	W & SU	
									1.5	MTHSU							1.0	W & SU	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	+GRID	2,100	2.5	920	1.1	20		M-THSU		2,260	2.7	1,010	1.2	23		M-THSU	
		2.30							1.8	MTUTHS							1.5	M-THSU	
		2.45							1.6	MTUTHS							1.5	M-THSU	
		3.00							1.4	M-THSU							1.5	M-THSU	
		3.15							1.4	M-THSU							1.4*	23*	1.3
		3.30							1.2	M-THSU							1.2	M-THSU	
		3.45							1.1	M-THSU							1.2*	22*	1.2
		4.00							1.0	M-THSU							1.1	M-THSU	
		4.15							1.0	M-THSU							1.1*	23*	1.1
		4.30							1.0	M-THSU							1.1	M-THSU	
		4.45							1.0	M-THSU							1.0*	22*	1.0
		5.30							.9	M-THSU							.9	M-THSU	
		5.45							.9	M-THSU							1.0*	22*	.9
NBC NBC NEWS DIGEST-M-F		>	8.45	8,970	10.7	9,130	10.9	20	10.6	M-F		8,630	10.3	8,630	10.3	20	9.9	M-F	
			9.15														11.6	THU.	
NBC NBC NEWS DIGEST-2-M-F		>	9.45	9,720	11.6	9,720	11.6	20	11.6	M-F		9,470	11.3	9,470	11.3	19	11.9	TU&TH	
			10.15														10.7	THU.	
NBC DECISION '84-CAL./N.J.(S)	1	11.30-12.00MD	11.30	7,540	9.0	6,200	7.4	20	8.1	TUE.									
			11.45						6.7	TUE.									
NBC TONIGHT SHOW		>	11.30	9,050	10.8	5,450	6.5	20	8.1	M-F		9,640	11.5	5,780	6.9	22	7.7	M-F	

			11.45				7.6*	20*	7.1	MTWTF					7.6*	21*	7.5	MTWTF	
			12.00						6.2	M-F							6.9	M-F	
			12.15				5.9*	20*	5.5	M-F							5.9	M-F	
			12.30						5.3	TUE.							6.7	THU.	
NBC DAVID LETTERMAN I		>	12.45				4.9*	22*	4.5	TUE.							6.0	THU.	
			12.30	3,350	4.0	2,770	3.3	16	3.4	M-TH		3,770	4.5	3,100	3.7	18	3.7	M-TH	
			12.45						3.2	MTWTH							3.4	M-W	
			1.00						3.6	TUE.							4.3	THU.	
			1.15						3.4	TUE.							4.0	THU.	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,450	6.5	2,260	2.7	13	4.2	FRI.		6,030	7.2	3,020	3.6	18	5.1	FRI.	
			12.45				3.6*	14*	3.1	FRI.					4.6*	18*	4.1	FRI.	
			1.00						2.8	FRI.							3.4	FRI.	
			1.15				2.5*	12*	2.2	FRI.					3.4*	18*	3.3	FRI.	
			1.30						2.1	FRI.							3.1	FRI.	
			1.45				1.9*	11*	1.7	FRI.					2.9*	18*	2.6	FRI.	
NBC DAVID LETTERMAN II		>	1.00	2,680	3.2	2,180	2.6	17	2.9	M-TH		2,770	3.3	2,180	2.6	17	2.9	M-TH	
			1.15						2.2	MTWTH							2.5	M-W	
			1.30						2.8	TUE.							3.0	THU.	
			1.45						2.6	TUE.							2.2	THU.	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 8.30AM	6.15	920	1.1	840	1.0	13	1.0	M-F		840	1.0	670	.8	11	.8	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,510	1.8	1,420	1.7	14	1.7	M-F		1,510	1.8	1,420	1.7	14	1.7	M-F	
ABC CRUSADE PL 40-D-DAY-8:00A(SUS)	1	8.00- 8.30AM	8.00							WED.									
ABC CRUSADE PL 40D-DAY- 8:30A(S)	1	8.30- 9.00AM	8.30	5,030	6.0	4,110	4.9	26	4.9	WED.									
			8.45						4.9	WED.									
ABC LOVING CONT'D	1	>	11.00	3,270	3.9	2,770	3.3	14	2.2	M-F									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC LOVING-CONT'D			11.15						2.2	WED.									
ABC CRUSADE PL 40D-DAY-11:30A(S)	1	11.30-12.30PM	11.30	5,700	6.8	2,850	3.4	13	3.2	WED.									
			11.45				3.4*	14*	3.6	WED.									
			12.00						3.4	WED.									
			12.15					3.3*	12*	3.2	WED.								
ABC ABC DAYTIME NEWSBRIEF-M-F		2.57- 2.59PM	2.45	5,870	7.0	5,610	6.7	25	6.7	M-F	6,200	7.4	5,950	7.1	25	7.1	M-F		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,170	1.4	16	1.3	M-F	1,590	1.9	1,260	1.5	17	1.4	M-F		
			6.45						1.6	M-F							1.7	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,540	7.8	6,290	7.5	31	7.5	M-F	6,290	7.5	5,950	7.1	28	7.1	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,280	6.3	5,030	6.0	20	6.0	M-F	5,530	6.6	5,200	6.2	19	6.2	M-F		
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30								7,040	8.4	4,360	5.2	16	5.4	TUE.		
			4.45												5.2*	17*	4.9	TUE.	
			5.00													5.0	TUE.		
			5.15												5.2*	16*	5.3	TUE.	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,930	2.3	1,340	1.6	15	1.3	M-F	1,510	1.8	1,010	1.2	11	1.0	M-F		
			6.45						1.8	M-F						1.5	M-F		
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,770	4.5	3,770	4.5	16	4.5	MWF	4,190	5.0	4,190	5.0	17	5.0	MWF		

DAY SATURDAY

ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,350	2.8	2,100	2.5	18	2.5		2,770	3.3	2,430	2.9	24	2.9			
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	4,360	5.2	3,600	4.3	19	4.3		4,610	5.5	4,020	4.8	20	4.8			
ABC MENUDO-11:55AM		11.55-11.59AM	11.45	4,690	5.6	4,190	5.0	19	5.0		4,360	5.2	3,690	4.4	17	4.4			
ABC U.S. OLYMPIC TRIALS-SAT.(S)	1	4.00- 5.02PM	-GRID 5.00	5,110	6.1	3,180	3.8	12											
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,930	2.3	1,760	2.1	15	2.1		1,840	2.2	1,680	2.0	15	2.0			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,270	3.9	3,020	3.6	17	3.6		3,770	4.5	3,520	4.2	19	4.2			
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,520	4.2	3,180	3.8	17	3.8		3,350	4.0	3,100	3.7	16	3.7			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,520	4.2	3,180	3.8	15	3.8		5,280	6.3	4,860	5.8	22	5.8			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	2,850	3.4	2,600	3.1	11	3.1		3,440	4.1	3,020	3.6	13	3.6			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,270	3.9	3,020	3.6	13	3.6		2,930	3.5	2,680	3.2	12	3.2			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,260	2.7	2,180	2.6	10	2.6		2,850	3.4	2,680	3.2	12	3.2			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,680	3.2	2,600	3.1	22	3.1		2,260	2.7	2,180	2.6	22	2.6			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	2,850	3.4	2,770	3.3	21	3.3		2,850	3.4	2,770	3.3	21	3.3			
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,700	6.8	5,530	6.6	29	6.6		6,120	7.3	6,030	7.2	30	7.2			
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,950	7.1	5,700	6.8	27	6.8		5,530	6.6	5,360	6.4	26	6.4			
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,940	4.7	3,770	4.5	16	4.5		4,270	5.1	4,110	4.9	18	4.9			
NBC NBC MAJOR LEAGUE PRE GAME	2	1.00- 1.17PM	-GRID 1.15								4,530	5.4	4,270	5.1	21				
NBC NBC MAJOR LEAGUE BASEBALL	2	1.17- 4.01PM	-GRID 4.00								12,230	14.6	5,110	6.1	22				

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC NBC MAJOR LEAGUE PRE GAME	1	3.00- 3.16PM	+GRID 3.15	5,780	6.9	5,530	6.6	23	6.9								
DAY SUNDAY																	
CBS WESTCHESTER CLASSIC-SUN(S)	1	1.00- 3.37PM	+GRID 3.30	10,640	12.7	3,600	4.3	14	6.5								
CBS NBA CHAMPIONSHIP GAME 6(S)	1	3.37- 6.03PM	+GRID 6.00	17,350	20.7	9,550	11.4	30	13.5								